



COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

200 South High Street, 6th Flr.
Wailuku, HI 96793
Tel 808.270.7710

Also located in the Maui Mall, Unit B9
Kahului, HI 96732
Tel 808.873.8247

Fax 808.270.7995
economic.development@co.maui.hi.us

Aloha Maui County Business Community!

The Office of Economic Development (OED) and Mayor Alan M. Arakawa are seeking your advice and counsel as to how the County government might more effectively assist in the growth and health of your business and/or industry.

OED's mission is to encourage and promote healthy, sustainable economic development within Maui County consistent with the community's needs and desires. OED works proactively to strengthen and diversify our economy by supporting existing businesses, attracting new businesses and industries, and – critically – understanding, then strategically addressing, factors impeding the growth of business.

During Mayor Arakawa's administration, with your help and with guidance from the newly created Business Advocacy Task Force, OED will champion creative dialogue and collaborative solutions to help ensure the economic viability of Maui County and target innovative strategies that more fully integrate the unique assets Maui, Moloka'i and Lana'i offer our business community. These are the tasks ahead:

- * **CONSENSUS:** What is impacting growth and success? What new resources may be required?
- * **IDENTITY:** Improve the visibility of Maui, Moloka'i, and Lana'i by increasing awareness and showcasing all that they have to offer.
- * **LEADERSHIP:** Work with community leaders on the Business Advocacy Task Force to determine which improvement initiatives have the greatest positive impact on our businesses in a reasonable time frame.
- * **WORKFORCE:** Work to attract and retain an educated, talented and technologically-adept workforce; even the best economic initiatives will fail without one.
- * **PARTNERSHIPS:** Partner with other organizations working on similar issues to determine how the County of Maui Office of Economic Development can contribute to the productivity and health of our chambers of commerce, trade associations, fraternal organizations, and other business groups.
- * **FISCAL PRUDENCE:** Focus on providing exceptional value by creatively leveraging public funds with private investments to remove obstacles to long-term, sustainable business growth and retention.

You are the experts. Your feedback will help County government become supportive of and responsive to Maui County's business community. Please take a moment to fill out the attached questionnaire; upon receipt, you will receive acknowledgment within 10 business days. If you have any questions regarding our services or the attached needs assessment form, please do not hesitate to contact our Small Business Advocate, Kalbert Young, at 270-7710.

Sincerely yours,
Lynn A.S. Araki-Regan
Economic Development Coordinator
Anna Ribucan
Small Business Advocate

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BUSINESS NEEDS ASSESSMENT FORM

Company Name: _____

of Employees: _____ **Gross Sales (optional) \$** _____ **Industry:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____ **Position:** _____

Phone Number: _____ **Fax Number:** _____

Email Address: _____

COMMENT/ISSUE: _____

Association Affiliations: _____

Is there an industry association to assist your company in addressing this issue? YES NO

If Yes, how has this association addressed this issue? _____

What has your business done in addressing this issue to date? _____

How can the County of Maui help? _____

Signature

Print Name

Date

Your input is valued. You will receive an acknowledgement within 10 business days upon receipt.

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This portion to be completed by County of Maui

Date Received: _____

Assigned to: _____ **Assignment No.:** _____ **By:** _____

Action Taken/Result: _____